

Rui Yin

Department of Supply Chain Management
W. P. Carey School of Business
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Employment

Aug. 2007 — Present **Arizona State University (ASU), USA**
Associate Professor in Supply Chain Management (2014-)
Assistant Professor in Supply Chain Management (2007-2014)

Education

Aug. 2002 — Jun. 2007 **University of California, Los Angeles (UCLA), USA**
Ph.D. in Operations Management
Dissertation: *Pricing and Production Planning for Supply Chain Management*

Jul. 2000 — Jul. 2002 **National University of Singapore (NUS), Singapore**
M.Sc. in Mathematics
Subject: Mathematical Programming, Operations Research

Sep. 1996 — Jun. 2000 **Peking University, Beijing, China**
B.Sc. in Mathematics

Research Interests

- Demand Management
 - Pricing and Inventory Management
 - Consumer Behavior in Operations Management
- Supply Management
 - Procurement and Sourcing Strategies
 - Multi-Tier Supply Chain Management

Publications

Peer-reviewed Journals

1. Park, S., E., Rabinovich, C. S. Tang, R. Yin. 2020. The Impact of Disclosing Inventory-Scarcity Messages on Sales in Online Retailing. *Journal of Operations Management* **66**, 534-552. [Profiled at *UCLA Anderson Review* and *The Wall Street Journal*]
2. Park, S., E., Rabinovich, C. S. Tang, R. Yin, J. Yu. 2020. Technical Note: Should an Online Seller Post Inventory Scarcity Messages? *Decision Sciences* **51**(5), 1288-1308.
3. Guan, Z., T. Ye, R. Yin. Channel Coordination under Nash Bargaining Fairness Concerns in Differential Games of Green Goodwill Accumulation. 2020. *European Journal of Operational Research* **285**, 916-930.
4. Xu, K., R. Yin, Y. Dong. 2016. Stockout Recovery under Consignment: The Role of Inventory Ownership in Supply Chains. *Decision Sciences* **47**(1), 94-124.
5. Lee, C-Y, C. S. Tang, R. Yin, J. An. 2015. Fractional Price Matching Policies Arising from the Ocean Freight Service Industry. *Production and Operations Management* **24**(7), 1118-1134.
6. Yin, R., H. Li, C. S. Tang. 2015. Optimal Pricing of Two Successive-Generation Products with Trade-in Options under Uncertainty. *Decision Sciences* **46**(3), 565-595.
7. Yin, R., C. S. Tang. 2014. Optimal Temporal Customer Purchasing Decisions Under Trade-in Programs with Upfront Fees. *Decision Sciences* **45**(3), 373-400.
8. Li, H., Y. Wang, R. Yin, T. J. Kull, T. Y. Choi. 2012. Target Pricing: Demand-side versus Supply-side Approaches. *International Journal of Production Economics* **136** (1), 172-184.
9. Tang, C. S., R. Yin. 2010. The Implications of Costs, Capacity, and Competition on Product Line Selection. *European Journal of Operational Research* **200**, 439-450.
10. Yin, R., Y. Aviv, A. Pazgal, C. S. Tang. 2009. Optimal Markdown Pricing: Implications of Inventory Display Formats in the Presence of Strategic Customers. *Management Science* **55** (8), 1391-1408.
11. Elmaghraby, W., S. A. Lippman, C. S. Tang, R. Yin. 2009. Will More Purchasing Options Benefit Customers? *Production and Operations Management* **18** (4), 381-401.
12. Yin, R., K. Rajaram. 2007. Joint Pricing and Inventory Control with a Markovian Demand Model. *European Journal of Operational Research* **182**, 113-126.
13. Tang, C. S., R. Yin. 2007. Joint Ordering and Pricing Strategies for Managing Substitutable Products. *Production and Operations Management* **16** (1), 138-153.

14. Tang, C. S., R. Yin. 2007. Responsive Pricing under Supply Uncertainty. *European Journal of Operational Research* **182**, 239-255.

Book Chapters

15. Aviv, Y., C. S. Tang, R. Yin. 2009. Mitigating the Adverse Impact of Strategic Waiting in Dynamic Pricing Settings: A Study of Two Sales Mechanisms. *Consumer-Driven Demand and Operations Management Models* (Eds. S. Netessine, and C. S. Tang), 353-370.

Refereed Journal Manuscripts under Review/Revision

1. Wang, Y., R. Yin, X. Chen, S. Webster. Strategic Commitment Under Complementary Sourcing. Under Revision.
2. Yang, Y., T. Y. Choi, C. Carter, R. Yin. Reframing Agency Problems by Moving to the Triads. Under Review.

Manuscripts under Preparation

1. Yin, R., Y. Dong, K. Xu, D. Hur, T. Y. Choi. Directed Sourcing in a Triadic Supply Chain.
2. Yang, Y., R. Yin, T. Y. Choi. Investigating the Role of a Reluctant Agent in Supply Chain Governance.

Teaching Experience

W. P. Carey School of Business, Arizona State University (Instructor)

- Doctoral: SCM 791 Ph.D. Seminar on Inventory Management
- Master: SCM 517 Data-Driven Quality Management
- Undergraduate: SCM 440 Quality Management

UCLA Anderson School of Management (Teaching Assistant)

- UCLA-NUS Executive MBA Program: MGMT 474 Operations Management; MGMT 463 Business Statistics
- Executive MBA: MGMT 465 Quantitative Methods in Management
- Fully Employed MBA: MGMT 402 Data Analysis and Statistics

Doctoral Supervision

Dissertation Committee Co-chair / Member for:

- Yang Yang, 2016. Department of Supply Chain Management, Arizona State University (Committee Member)
- Zhoulong Yang, 2018. ASU-SAIF DBA Program (Committee Member)
- Fengbing Lin, 2019. ASU-SAIF DBA Program (Committee Co-chair)
- Xu Chen, Expected in 2021. ASU-SAIF DBA Program (Committee Co-chair)
- Huanfei Zhou, Expected in 2022. ASU-SAIF DBA Program (Committee Co-chair)

Conference Presentations

1. The Implications of Inventory Scarcity Messages Online: Sales Rates and Replenishment Quantities. *POMS Annual Conference*, Seattle. May 2017.
2. Stockout Recovery under Consignment: The Role of Inventory Ownership in Supply Chains. *INFORMS Annual Meeting*, Nashville. November 2016.
3. Stockout Recovery under Consignment: The Role of Inventory Ownership in Supply Chains. *INFORMS Annual Meeting*, Philadelphia. November 2015.
4. Stockout Recovery under Consignment: The Role of Inventory Ownership in Supply Chains. *POMS Annual Conference*, Washington D.C. May 2015.
5. Optimal Pricing of Two Successive-Generation Products with Trade-in Options under Uncertainty. *POMS Annual Conference*, Atlanta. May 2014.
6. Countervailing Power, Commitment and Strategic Quality Improvement. *INFORMS Annual Meeting*, Minneapolis. October 2013.
7. Optimal Pricing of Two Successive-Generation Products with Trade-in Options under Uncertainty. *INFORMS Annual Meeting*, Minneapolis. October 2013.
8. Countervailing Power, Commitment and Strategic Quality Improvement. *POMS Annual Conference*, Denver. May 2013.
9. Optimal Pricing of Two Successive-Generation Products with Trade-in Options under Uncertainty. *POMS Annual Conference*, Denver. May 2013.
10. Optimal Pricing of Two Successive-Generation Products with Trade-in Options under Uncertainty. *INFORMS Annual Meeting*, Phoenix. October 2012.

11. Optimal Dynamic Customer Purchasing Decisions under Trade-in Programs with Upfront Fees. *INFORMS Annual Meeting*, Charlotte. November 2011.
12. Selling Multi-generation Products: Trade-in Programs and Upfront Fees. *POMS Annual Conference*, Reno. May 2011.
13. Optimal Markdown Pricing: Implications of Inventory Display Formats in the Presence of Strategic Customers. *INFORMS Western Regional Conference*, Arizona State University. April 2009.
14. The Implications of Costs, Capacity, and Competition on Product Line Selection. *INFORMS Annual Meeting*, Washington, D.C.. October 2008.
15. Optimal Markdown Pricing: Implications of Inventory Display Formats in the Presence of Strategic Customers. *M&SOM Conference*, University of Maryland. June 2008.
16. Optimal Markdown Pricing: Implications of Inventory Display Formats in the Presence of Strategic Customers. *INFORMS Annual Meeting*, Seattle. November 2007.
17. Implications of Customer Purchasing Behavior and Inventory Display Format. *Mini-Conference on Consumer-Oriented Models*, Washington University, St. Louis. October 2007.
18. Implications of Customer Purchasing Behavior and Inventory Display Formats. *INFORMS International Conference*, Puerto Rico. July 2007.
19. Implications of Customer Purchasing Behavior and Inventory Display Formats. *POMS Annual Conference*, Dallas. May 2007.
20. Implications of Customer Purchasing Behavior and Inventory Display Formats. *INFORMS Annual Meeting*, Pittsburgh. November 2006.
21. Responsive Pricing under Supply Uncertainty. *M&SOM Conference*, Atlanta. June 2006.
22. Responsive Pricing under Supply Uncertainty. *Southern California OR/OM Day*, UCLA, Los Angeles. May 2006.
23. Responsive Pricing under Supply Uncertainty. *POMS Annual Conference*, Boston. April 2006.
24. Joint Ordering and Pricing Strategies for Managing Substitutable Products. *INFORMS Annual Meeting*, San Francisco. November 2005.

Service Activities

- University Graduate Council (UGC) member, W. P. Carey School representative, Arizona State University. August 2019 – present.

- Personnel Committee Member, Department of Supply Chain Management, W. P. Carey School of Business. August 2014 – present.
- Doctoral committee member, Department of Supply Chain Management, W. P. Carey School of Business. August 2007 – present.
- Editorial review board member, *Journal of Business Logistics*. February 2013 – present.
- Ad hoc reviewer for *Management Science*, *Operations Research*, *Manufacturing & Service Operations Management*, *Production and Operations Management*, *Decision Sciences*, *European Journal of Operational Research*, *Naval Research Logistics* and *IIE Transactions*.
- Track co-chair, *POMS Annual Conference*, 2020/2021.
- Sponsored sessions co-chair, *INFORMS Annual Meeting 2012 Organizing Committee*.
- Cluster chair, *INFORMS Western Regional Conference*, April 2009.
- Session chair, *INFORMS Annual Meeting*, November 2011, 2007, 2005.
- Session chair, *INFORMS International Conference*, July 2007.
- Session chair, *POMS Annual Conference*, May 2016, 2013, 2011, 2007, April 2006.

Honors & Awards

Sept. 2013	<i>Management Science</i> Meritorious Service Award
Sept. 2006 – Jun. 2007	UCLA Dissertation Fellowship
Sept. 2002 – Jun. 2006	Fellowship, UCLA Anderson School of Management

Professional Memberships

INFORMS – Institute of Operations Research and Management Science

POMS – Production and Operations Management Society